

SEP 20 2006

App. No. 09/872,457
Amdt. Dated September 20, 2006
Reply to Office Action of September 5, 2006
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: David R. Miller, et al.
Title: HOUSEHOLD LEVEL SEGMENTATION
METHOD AND SYSTEM
Appl. No.: 09/872,457
Filing Date: June 1, 2001
Examiner: Corielus, Jean M.
Art Unit: 2162

<p align="center"><u>CERTIFICATE OF MAILING BY FACSIMILE</u></p> <p>Date of Deposit: September 20, 2006</p> <p>I hereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AF, Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450 at telephone No. 571-273-8300.</p> <hr/> <p align="center">Bernard L. Kleink (Printed Name)</p> <p align="center"><i>Bernard L. Kleink</i> (Signature)</p>

REPLY AND AMENDMENT UNDER RULE 1.116

MAIL STOP AF
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated September 5, 2006, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.